

**EXHIBIT A**

**"ENDORSEMENT"**

VIDEO	AUDIO
	(Music Up & Under)  <u>ANNCR:</u>
Patriotic beauty shots	American values.
Alice talking to people	If you share those values,  you're going to like Alice Forgy Kerr.
Alice at desk	She's committed to a strong economy...helping to create good jobs in Kentucky.  Alice supports the kind of tax cuts that are now triggering new jobs and economic growth.
	She's hailed the new prescription drug benefit law as a "godsend to Seniors"...
Alice talking to people	and is committed to fight to protect Social Security,  Alice Forgy Kerr stands with us.
Bush-Alice walk	The reason President Bush has strongly endorsed her election saying, "in Congress she will work to protect Kentucky values...American values".
Bush-Alice looking off camera shot	
GRAPHIC TREATMENT:	<u>KERR:</u> I'm Alice Forgy Kerr and I approve this message.  (Music Under and Out)

<p>Add Endtag Graphics</p> <p>Kerr Talking to Camera Disclaimer APPROVED BY ALICE FORGY KERR &amp; PAID FOR BY ALICE FORGY KERR FOR CONGRESS</p>	
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"SENIORS"

VIDEO	AUDIO
Alice talking to off-camera interviewer SUPER: Alice Forgy Kerr	<u>KERR ("talking" to off-camera interviewer):</u>  I was the primary caregiver for my mom before she died.
Still photo of Alice and her mom	I saw firsthand how she was overrun by prescription costs.
Alice with Bush	That's why President Bush's prescription drug law is such a godsend to seniors.
Alice talking to off-camera interviewer	And that's why I'll work to strengthen and protect Social Security.
	No privatization.
	No increase in the retirement age.
Endtag Graphics/Freeze Frame/Disclaimer	<u>ANNCR:</u> Alice Forgy Kerr. Congress is her first choice, not a consolation prize.
Alice talking to camera	<u>KERR (to camera):</u>  I'm Alice Forgy Kerr and I approved this message because we owe a good retirement to all of our parents.

"ABSOLUTELY"

VIDEO	AUDIO
Alice on camera SUPER: Alice Forgy Kerr	<b>MUSIC UP &amp; UNDER</b>  <u>ALICE:</u> Businesses are overregulated, and they're overtaxed, and they're overburdened. Government doesn't create jobs – businesses do.
Alice walking down hallway SUPER: Alice Forgy Kerr  Alice with workers inside warehouse Alice with employees outside warehouse	<u>ANNOUNCER:</u> Alice Forgy Kerr.  She's committed to strengthening Kentucky businesses and helping create good jobs.
Bush with Alice  Alice with people	In Congress, Alice Forgy Kerr will work with President Bush...  to help continue our economic recovery.
Alice on Camera  SUPER: Alice Forgy Kerr	<u>ALICE:</u> I absolutely support President Bush's tax cuts.
Alice with workers inside warehouse Kevin McCarthy on camera ID: Kevin McCarty Warehouse Manager	<u>KEVIN MCCARTY:</u> We need to make and keep good jobs here in Kentucky, and I think Alice will fight to make sure that happens.
SUPER: Alice Forgy Kerr For Congress  APPROVED BY ALICE FORGY KERR AND PAID FOR BY ALICE FORGY KERR FOR CONGRESS	<u>ALICE:</u>  I'm Alice Forgy Kerr and I approve this message.

Federal Election Commission

January 8, 2004

Page 12

"VALUES"

VIDEO	AUDIO
	(Music Up & Under)
	<u>ANNCR:</u>
Patriotic beauty shots	American values.
	If you share the values
Bush waving	of President Bush,
	you're going to like Alice Forgy Kerr.
Bush-Alice walk	They are cut from the same cloth.
GRAPHIC TREATMENT: Bush talking at podium SUPER under: match audio line	While others attack the President's economic program,
Add second SUPER under Bush: Match audio line	and his fight to protect our national security,
	Alice Forgy Kerr stands with President Bush.
Bush-Alice looking off camera shot	Unlike her opponent,
	Alice supported the Bush tax cuts that are now triggering new jobs and economic growth.
Alice talking to people	Alice Forgy Kerr is the <u>only</u> candidate who will work with President Bush.
SUPER: Supported Bush Tax Cuts Add Economic Headlines	
	<u>KERR:</u>
Reprise Bush-Alice shot Add Endtag Graphics	I'm Alice Forgy Kerr and I approve this message.
	(Music Under and Out)
Kerr Talking to Camera Disclaimer APPROVED BY ALICE FORGY KERR & PAID FOR BY ALICE FORGY KERR FOR CONGRESS	